

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM334472

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
TARGET BRANDS, INC.		11/24/2014	CORPORATION: MINNESOTA
RECEIVING PARTY DATA			
Name:	Regents of the University of Minnesota		
Street Address:	200 Oak St. SE		
Internal Address:	McNamara Alumni Center, Suite 600		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55455		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4448161	PRESS PATH TO READING EXCELLENCE IN SCHO	
Registration Number:	4451720	PRESS PATH TO READING EXCELLENCE IN SCHO	
Registration Number:	4455549	PRESS PATH TO READING EXCELLENCE IN SCHO	
Registration Number:	4451809	PRESS PATH TO READING EXCELLENCE IN SCHO	
CORRESPONDENCE DATA			
Fax Number:	6126269624		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	612-626-2175		
Email:	robrien@umn.edu		
Correspondent Name:	Rosalie W. O'Brien		
Address Line 1:	200 Oak St. SE		
Address Line 2:	360 McNamara Alumni Center		
Address Line 4:	Minneapolis, MINNESOTA 55455		
ATTORNEY DOCKET NUMBER:	12524		
NAME OF SUBMITTER:	Rosalie W. O'Brien		
SIGNATURE:	/Rosalie W. O'Brien/		
DATE SIGNED:	03/09/2015		

OP \$115.00 4448161

Total Attachments: 2

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TRADEMARK ASSIGNMENT

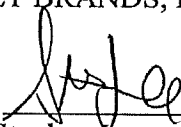
WHEREAS, Target Brands, Inc., a Minnesota corporation with its principal place of business located at 1000 Nicollet Mall, Minneapolis, Minnesota 55403 ("Assignor") is the owner of the trademarks identified in Schedule 1 attached hereto (collectively, the "Marks");

WHEREAS, Regents of the University of Minnesota, a Minnesota corporation with its principal place of business located at McNamara Alumni Center, 200 Oak Street SE, Suite 600, Minneapolis, Minnesota 55455 ("Assignee"), desires to acquire all right, title and interest in and to the Marks, all registrations thereof, goodwill therein and rights associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign and transfer to Assignee all right, title and interest in and to the Marks, all registrations thereof and rights associated therewith, together with the goodwill of the business indicated and symbolized by the Marks, along with the right to recover damages and profits for past infringements thereof.

IN WITNESS WHEREOF, Assignor has, by its duly authorized representative, executed this Trademark Assignment this 24th day of November, 2014.



TARGET BRANDS, INC.

Signed:  _____

Name: Stephen Lee

Title: Vice President

SCHEDULE 1 TO TRADEMARK ASSIGNMENT

MARK	REG. NO.	REG. DATE	GOODS/SERVICES
 <p>PRESS Path to Reading Excellence in School Sites</p>	4,451,809	December 17, 2013	IC 041: Educational services, namely, providing a reading program comprised of tutoring in the field of literacy and reading development.
 <p>PRESS Path to Reading Excellence in School Sites</p>	4,455,549	December 24, 2013	IC 036: Charitable fundraising services for schools.
PRESS PATH TO READING EXCELLENCE IN SCHOOL SITES	4,451,720	December 17, 2013	IC 041: Educational services, namely, providing a reading program comprised of tutoring in the field of literacy and reading development.
PRESS PATH TO READING EXCELLENCE IN SCHOOL SITES	4,448,161	December 10, 2013	IC 036: Charitable fundraising services for schools.